

**MULTIMEDIA**



**UNIVERSITY**

**STUDENT ID NO**

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

**TRIMESTER 2, 2020/2021**

### **DBS5644 – FUNDAMENTALS OF MARKETING**

(All sections/Groups)

8 MARCH 2021  
9.00 a.m. – 11.00 a.m.  
(2 Hours)

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#### **INSTRUCTIONS TO STUDENT**

1. This question paper consists of 7 pages with 2 sections.
2. Attempt **ALL** questions in Section A and B. The distribution of the marks for each question is given.
3. Please write all your answers for Section A and B in the Answer Sheet provided.

**SECTION A: Multiple Choice Questions (10 Marks)**

1. Mr. Calvin, the marketing manager of Alpha Global Sdn. Bhd. invites broad communities of customers, employees, independent researchers, and members of the public into the new product innovation process. Which of the following is being practiced by Mr. Calvin?
- A. Outsourcing.
  - B. Brainstorming.
  - C. Idea screening.
  - D. Crowdsourcing.

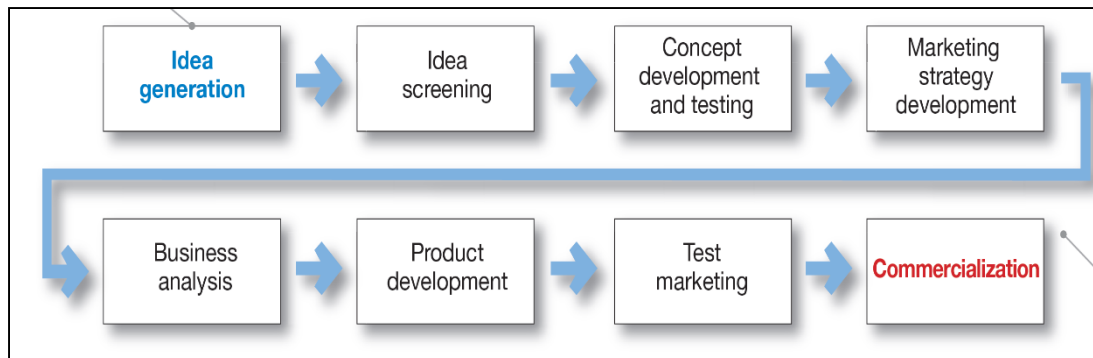


Figure 1

2. According to the Figure 1 above, which step refers to the transforming of product concept into a physical product and to ensure that the product's idea turned into a workable market offering?
- A. Product design.
  - B. Idea generation.
  - C. Product development.
  - D. Concept development and testing.
3. Why it is required to have business analysis in new product development process?
- A. To review sales, cost and profit projection.
  - B. To developing the product into physical product.
  - C. To proposed marketing program in realistic market.
  - D. To introduce and communicates the new product offering.
4. Mr. David is currently managing a bakery shop. The bakery experiencing slow sales growth, little profit, high distribution cost and increase in promotion expenses. Which stage in product life cycle best describe the situation above?
- A. Growth
  - B. Decline
  - C. Maturity
  - D. Introduction

**Continued ...**

5. Fresh Nursery is currently reducing various costs such as plant and equipment, maintenance, advertising, and sales force to ensure the sales hold up can be classified as \_\_\_\_\_ stage.
- A. growth
  - B. decline
  - C. maturity
  - D. Introduction

“Sunshine Sdn. Bhd. is currently offering variety of consumer’s product and deliver just the right combination of quality and gratifying service at a fair price”

Statement 1

6. Statement 1 above is related to a pricing strategy by Sunshine Sdn. Bhd. Which of the following is most appropriate in describing the above scenario?
- A. Markup.
  - B. Break-even.
  - C. Good-value.
  - D. Target profit.
7. Mount Fujie sets the price of their new chocolate at RM 4.99 after considering some of the company’s expenses including producing, distributing and selling the product. Which of the following pricing strategy is the most appropriate?
- A. Cost-based pricing.
  - B. Value-based pricing.
  - C. Market-based pricing.
  - D. Competitor-based pricing.
8. Tenaga Nasional Berhad (TNB) is well known for \_\_\_\_\_ since there are no close substitutes for the product available in the market.
- A. pure monopoly
  - B. pure competition
  - C. oligopolistic competition
  - D. monopolistic competition

Future Technology Inc. produced a new electronic device and targeted the Asia’s market. The company aims to offer higher price to generate revenue layers from the market.

Statement 2

9. Statement 2 above is related to the major strategy for pricing new product. Which of the following is **TRUE**?
- A. Market-extension pricing.
  - B. Market-skimming pricing.
  - C. Market-penetration pricing.
  - D. Market-development pricing.

**Continued ...**



Picture 1

10. Picture 1 above shows the product designed specifically for use with another product. The main product generally offers low in price and supportive product's price is relatively high. Which of the following product mix pricing strategies refer to the picture?
- A. Product line pricing.
  - B. Product bundle pricing.
  - C. Captive product pricing.
  - D. Optional product pricing.

(Total: 10 marks)

**Continued ...**

**SECTION B: Structured Questions (90 Marks)****QUESTION 1****Hai-O reports higher Q1 profit**

KUALA LUMPUR: Hai-O Enterprise Berhad said net profit in the first quarter ended July 31, 2020 jumped on higher sales recorded by its multi-level marketing division and improved operating margin. "Operating profit margin improved to 19.0% as compared to previous year's corresponding period of 15.1% as a result of effective cost optimisation initiatives and a favourable change of sales mix," it said. Going forward, the Group said it will continue to enhance its digital marketing strategies across all major business segments to tap on opportunities and widen market coverage under the "*new normal*". "In response to the challenging business environment and subdued consumer sentiment, the Group will roll out more small ticket items including health supplements to help users strengthen immunity at affordable prices," it said. The MLM division is organising more marketing events such as local incentive trip campaign to reward members, monthly flash sales and launch free members' fees campaign to boost revenue. The group's wholesale division will focus on collaboration with its key customers to organise sales promotions especially for its premium cooking wines and a new range of Fast Moving Consumer Goods products. "The Retail division will launch its half yearly members' sales campaign by offering more attractive rebates to reward its loyal members and intensify sales promotion through various e-market platforms," it said.

*Adapted Source: <https://www.thestar.com.my/business/business-news/2020/09/29/hai-o-reports-higher-q1-profit>*

Answer the following questions based on the article above.

- (a) According to the article, what is the utmost reasons that the company jumped on higher sales record? (2 marks)
- (b) From your point of view, briefly explain what is the meaning by digital marketing as stated in the article? Provide any **FOUR (4)** examples of digital marketing? (6 marks)
- (c) What does it mean by "*New Normal*" in the article? (2 marks)
- (d) According to the article, state **FIVE (5)** approaches on how the company increase their revenue. (5 marks)

**Continued ...**

- (e) In your opinion, briefly explain any **THREE (3)** advantages of sales promotion to the company? (6 marks)
- (f) Give any **FOUR (4)** sales promotion tools that the company can use to boost their revenues in future. (4 marks)

(Total: 25 marks)

## **QUESTION 2**

The COVID-19 pandemic has greatly affected both direct or indirect marketing channels on how they respond to the marketing activities. The availability of consumer's goods and services was interrupted across the world. For business's owners who are thinking about how to adapt during these challenging times, it is crucial to understand how to adjust the marketing strategies including on how to engages and communicates with customers.

### Statement 3

- (a) According to the Statement 3, what is the importance of marketing channel in a consumer market? (2 marks)
- (b) Covid-19 affected to the disintermediation among the number of channel level. Differentiate between direct marketing channel and indirect marketing channel. (4 marks)
- (c) Illustrate a direct marketing channel (channel 1) and indirect marketing channel (channel 3) in a graphical form. (6 marks)
- (d) Due to pandemic Covid-19, all channel members had a connection's challenge on the smoothness of the marketing's flow. State any **FOUR (4)** flow's challenge faced by the channel members. (4 marks)
- (e) Communication between channel members and consumer was interrupted along the pandemic Covid-19. Provide the **FIVE (5)** steps to develops an effective marketing communication? (5 marks)
- (f) New phenomena of Covid-19 required involvement among the businesses on the social responsibility especially in term of communication. As a marketer, state any **FOUR (4)** techniques on how to communicates with customers as a part of your social responsibility. (4 marks)

(Total: 25 marks)

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**QUESTION 3**

An organisation overall game plan for reaching prospective consumers and turning them into profitable customers solely depends on how the organisation offers the benefits and proposed values. An analysis to identify the competitive advantage become a core activity to achieved organisation's objectives. In addition, variety of marketing program especially advertising will contribute to the superior competitive advantage.

**Statement 4**

- (a) According to the Statement 4, what is the importance of competitive marketing strategies to an organisation? (2 marks)
- (b) An organisation is competing with both close and distance competitors. State **THREE (3)** criteria in identifying the competitors. (3 marks)
- (c) Michael Porter's strategies identify a niche and useful framework for organisation to gain a competitive advantage. Briefly explain **FOUR (4)** basic competitive positioning strategies that can be used by an organisation. (8 marks)
- (d) An excessive advertising program will be contributed to a superior competitive advantage. Briefly explain **FOUR (4)** objectives of advertising that an organisation could decide. (8 marks)
- (e) The specific media used in advertised goods and services is a must consideration by an organisation. Provide any **TWO (2)** types of advertising media and state **ONE (1)** advantage for each type. (4 marks)

(Total: 25 marks)

**Continued ...**

**QUESTION 4**

Picture 2

Source: <https://images.app.goo.gl/2cdW728Z3RJL252P8>

- (a) Picture 2 above is related to an environmentalism. What is the importance of environmental sustainability marketing? (2 marks)
- (b) Sustaining the environments is under entire society responsibility around the globe. Briefly explain **FOUR (4)** actions on how to play our roles to promote sustainability marketing? (8 marks)
- (c) Organisations are broadly guided by marketing ethics policies and literally used for sustainable in business operation. State **FIVE (5)** general ethics toward sustainable organisation. (5 marks)

(Total: 15 marks)

**End of Paper**